

FASHION SHOW 2025

COUTURE FOR A CAUSE/ YORKVILLE FASHION SHOW

JULY/
30/2025

COUTURE FOR A CAUSE/





PRESENTED BY
HAIRDRESSERS
FOR LOVE & PEACE
FOUNDATION



RECAP:
2024
HIGHLIGHTS

EVENT
RECAP:
2024
HIGHLIGHTS

EVENT
RECAP:
2024

DANIEL SALT BEAUTY^{co}

Suki's

AXE & HATCHET
GROOMING CLUB

DAVID DIXON

Adam X Atelier

Mr. Saturday OOOOOO●

earth salon
by michael crispel

LEONETTI + CO

shelli
Oh

LEONE
NAPOLI

Demascare

COUTURE FOR A CAUSE: YORKVILLE FASHION SHOW 2024

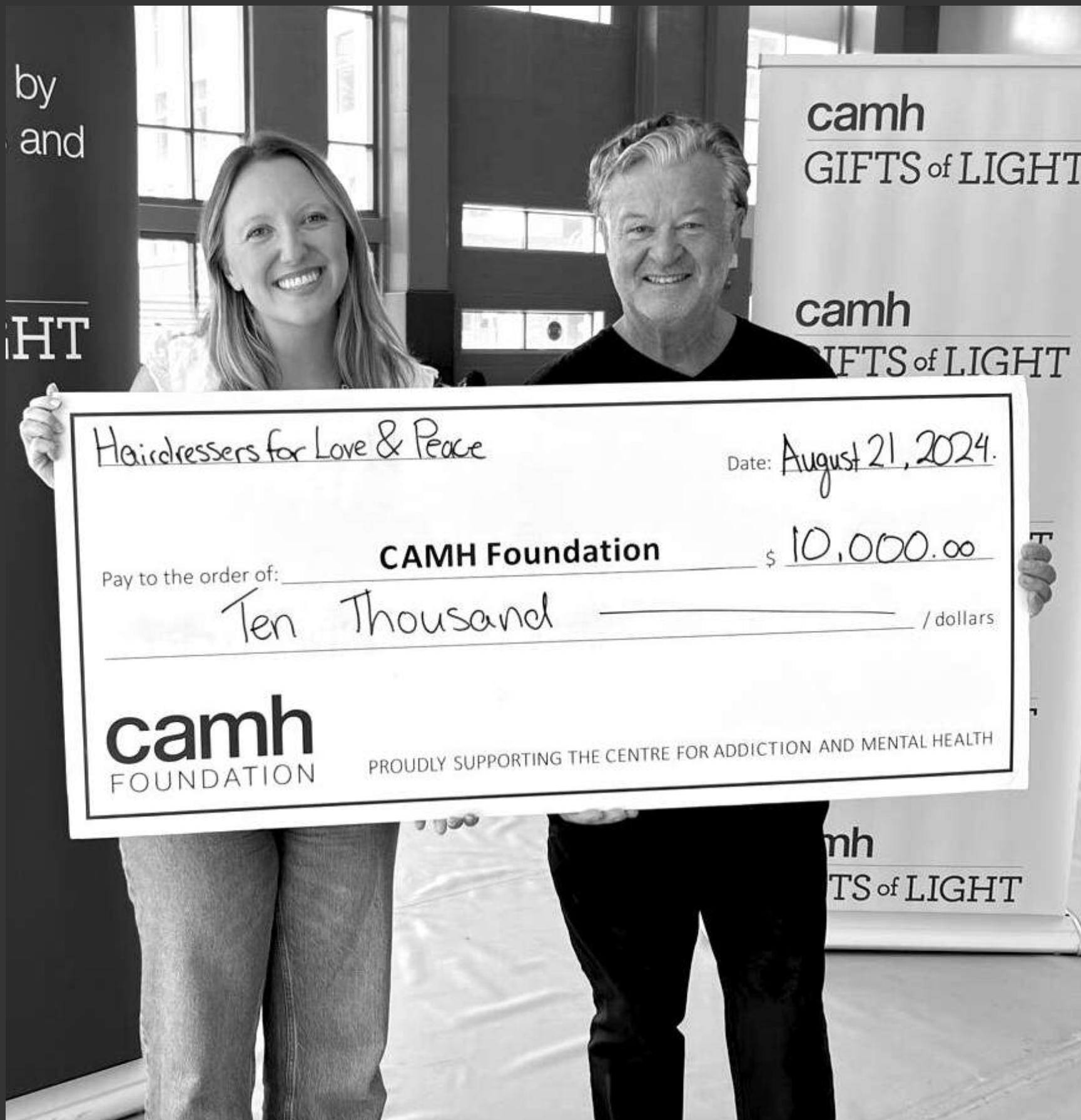
On August 1st, 2024, the Yorkville Village Park was transformed into a breathtaking runway for the inaugural Couture for a Cause Yorkville Fashion Show. Organized by the Hairdressers for Love & Peace Foundation, this event marked a significant milestone in both fashion and community engagement.

The evening celebrated the power of hairdressing and its profound impact on society. Daniel from Salon DANIEL, who celebrated 50 years in the industry, led this initiative to give back to the designers, the Yorkville community, and the hairdressers who inspire and uplift others through their craft.

Over 1,000 guests gathered to witness 60 models showcasing stunning couture from top Canadian designers along a 2,000 ft runway that weaved through the heart of Yorkville. The event not only highlighted the beauty and talent within the fashion industry but also supported a vital cause—raising awareness and funds for the Centre for Addiction and Mental Health (CAMH).

by
and

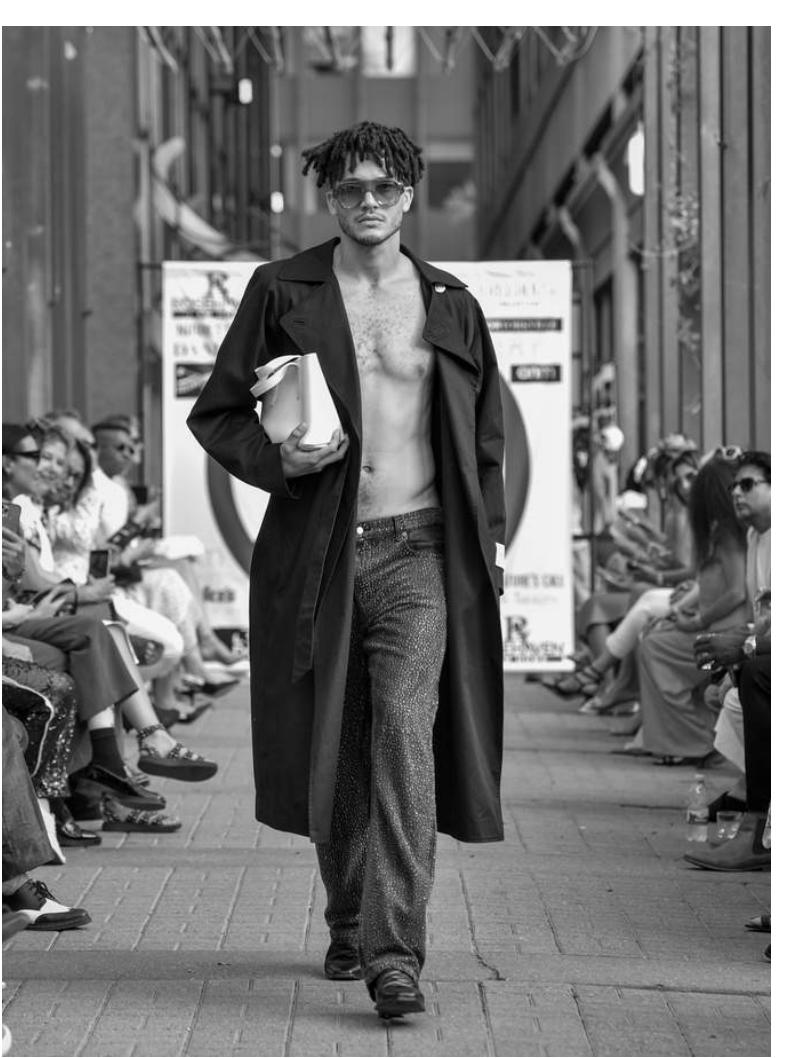
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COMMUNITY IMPACT: SUPPORTING CAMH

Couture for a Cause: Yorkville Fashion Show 2024 not only brought together fashion and artistry but also had a profound impact on the community. Couture for a Cause raised critical funds for the Centre for Addiction and Mental Health (CAMH), ensuring support for mental health services. We were able to donate \$10,000 to CAMH, which will go towards opening a hair salon within the facility for patients, allowing hairdressers to volunteer their services. This powerful alignment of fashion, hairdressing, and philanthropy made a lasting impression on attendees and the community.

CELEBRATING CANADIAN COUTURE





A FASHION EXPERIENCE IN ICONIC YORKVILLE

CELEBRATING CANADIAN COUTURE

The event showcased an eclectic mix of Canadian designers, each bringing their unique vision and artistry to life. Couture for a Cause featured stunning collections by David Dixon, Mr. Saturday, Shelli Oh, Demascare, Adam X Atelier, and Leone Napoli. These designers illuminated the runway with creativity, diversity, and purpose, with each collection delivering powerful messages that resonated with the audience.

ENTERTAINMENT & PERFORMANCES



The night was made unforgettable with musical performances by Kevin Hearn of the Barenaked Ladies, opera singers Stella Leonetti and Francesco Celestino, and the vibrant beats of DJ Jones. Their performances added a sense of grandeur and artistry, enhancing the overall experience and bringing the audience together for a night of celebration and giving.

RISTORANTE
SOTTO SOTTO
TORONTO



Dimmi
BAR & TRATTORIA

Sushi Inn
Japanese Restaurant

sassafraz

MANDY'S
• SALADES GOURMANDES •

coco
ESPRESSO
BAR

yogen früz.

dejado
TEQUILA



LS
DC

BITE & SIP PARTNERSHIPS FROM 2024

Our gracious donors were treated to a taste of Yorkville, featuring signature dishes from some of the neighborhood's finest restaurants. Participating local favorites included Sotto Sotto, Sassafraz, Dimmi Bar & Trattoria, Sushi Inn, Trattoria Nervosa, Mandy's Salads, Coco Espresso Bar, and Yogen Fruz.

Yorkville fashion show features 60 models on a runway in the park

The event, hosted by Toronto Fashion Incubator's Susan Langdon and Daniel Fiorio, president of the Hairdressers for Love and Peace Foundation, helped raise money for CAMH.

Updated Aug. 22, 2024 at 5:19 p.m. | Aug. 17, 2024 | 1 min read



Models wearing David Dixon.

George Pimentel

By George Pimentel Special to the Star

Yorkville Village Park became a 2,000-foot fashion runway on Aug. 1, courtesy of Daniel Fiorio, president of the Hairdressers for Love and Peace Foundation, and Couture for a Cause executive director Ada Liko. The event brought together six hair salons, seven Yorkville restaurants, and 60 models with collections from Canadian designers David Dixon, Mr. Saturday, Demascare, Adam X Atelier, Shelli Oh and Yorkville boutique Leone Napoli. Hosted by Toronto Fashion Incubator's Susan Langdon and Fiorio, the evening, in support of CAMH, featured performances by Kevin Hearn (of Barenaked Ladies), Stella Leonetti and Francesco Celestino.

PRESS & MEDIA COVERAGE

With more than 1,000 attendees and an influential presence, Couture for a Cause drew significant media attention. Outlets like The Toronto Star, BlogTO, and local influencers spotlighted the event, spreading the word about this powerful initiative. Our partnerships with the press helped amplify the event's mission, creating broader awareness for CAMH.



2024 REACH

1,8 Million

Digital ad impressions *

0.1%

Click-through rate
(double the industry standard
of 0.05%)

* Flight: July 18, 2024 – Aug 1, 2024

200 +

VIP Guests & Influencers

2.3%

Engagement rate on
social media ads

> 1000

Seated Spectators

> 250,000

Pedestrians and cars passing through Yorkville
daily

500,000 +

Collective social media following from partners

150 +

Models, designers, hair artists, makeup artists, and
musicians involved



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ABOUT
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earth salon
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COUTURE FOR A CAUSE/ YORKVILLE FASHION SHOW 2025

JULY/
30/2025

Following the tremendous success of our inaugural event, Couture for a Cause returns in 2025 with even greater ambition. Set for **Wednesday, July 30th, 2025**, this year's show will once again transform Yorkville Village into a high-fashion runway, continuing our mission to merge style, community and philanthropy.

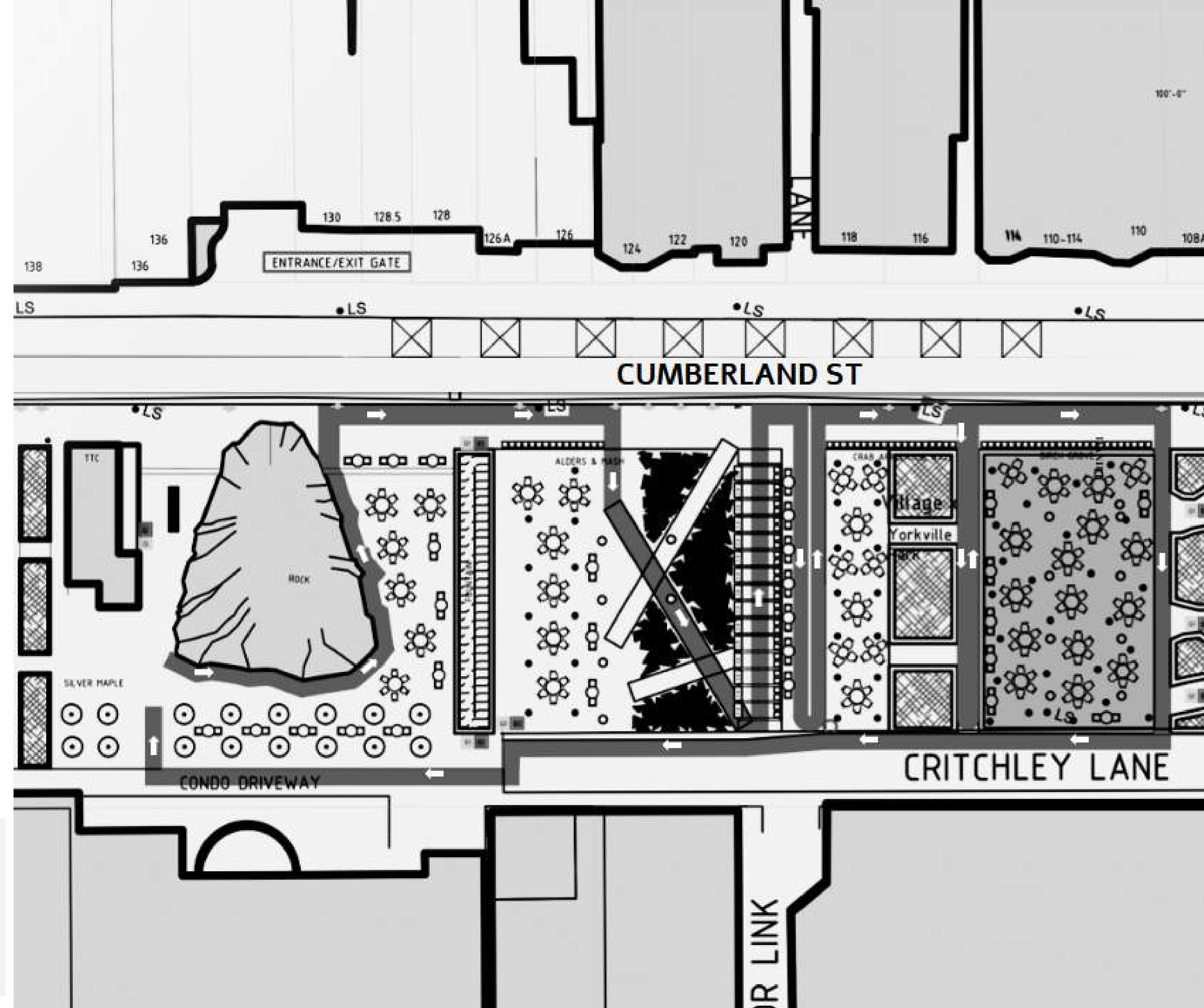
Our 2025 edition promises an expanded lineup of top Canadian designers and even more immersive experiences for our audience.

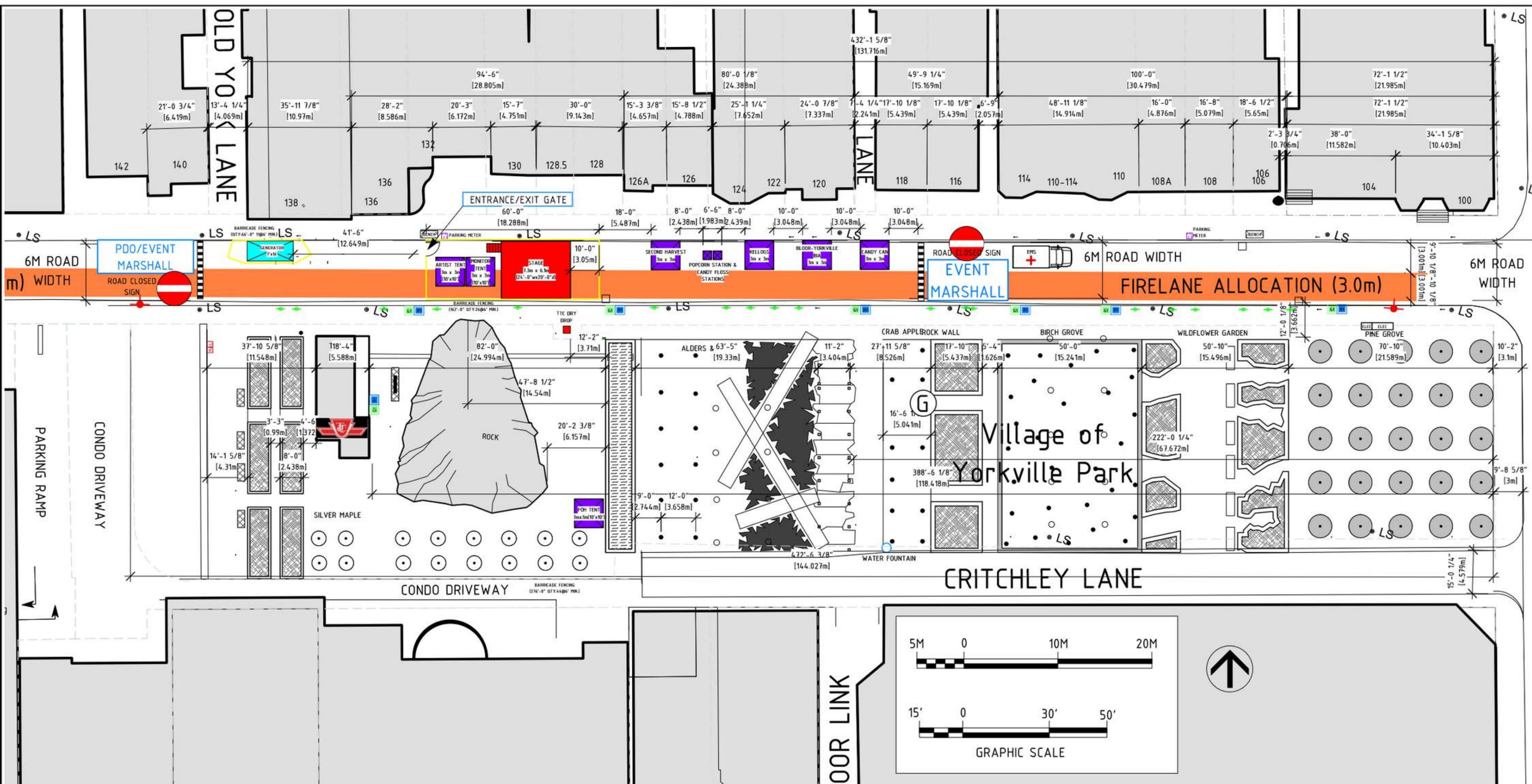


COUTURE FOR A CAUSE/

WHAT IS NEW FOR THE YORKVILLE FASHION SHOW 2025

This year, we're elevating the experience by closing Cumberland Street and not only bringing back Toronto's longest-ever runway but also introducing a fully immersive environment. Attendees can look forward to an interactive experience featuring exotic cars, fashion and art vendors, and much more.







OUR MISSION

Elevating Minds Through Beauty

The Yorkville Fashion Show 2025's mission is to harness the power of community and fashion to make a significant impact, with a dedication to supporting mental health initiatives through fundraising for CAMH. Our commitment to this cause reflects our understanding of its critical importance, especially given the ongoing need for community support in underfunded mental health sectors. By bringing together Yorkville's local businesses, salons, designers, and restaurants, we aim to cultivate a strong community spirit, celebrating fashion while fostering enduring connections and collaborations within the neighbourhood. This event is more than a showcase of style; it's a movement towards building a stronger, more connected Yorkville community for a cause that touches us all.

HAIR DRESSERS ARE ESSENTIAL

The success of Couture for a Cause 2024 highlighted more than just fashion—it shone a light on the pivotal role hairdressers play in supporting mental health and well-being. During the COVID-19 pandemic, hairdressers were not classified as essential workers, despite being a lifeline for individuals seeking connection, confidence, and care.

As we move forward with Couture for a Cause 2025, we continue to advocate for the recognition of hairdressers as essential contributors to community wellness. Through this event, we celebrate the artistry and impact of hairstyling, reaffirming our commitment to promoting holistic well-being within Yorkville and beyond. Let's champion this cause together, elevating our profession while giving back to the community in meaningful ways.



OUTDOOR VIP LOUNGE

camh

Centre for Addiction and Mental Health

GIVING BACK/ CAMH

A core objective of the event is to contribute meaningfully to the community. In line with this, the Yorkville Fashion Show 2025 has pledged its support to raise funds for CAMH (The Centre for Addiction and Mental Health), an institution at the forefront of providing essential mental health support. This cause holds profound significance, especially considering CAMH's ongoing struggle with underfunding, making community support imperative. By aligning with this cause, we aim to make a tangible difference in the lives of individuals in need, underscoring our commitment to community welfare and mental health advocacy.

PROMOTION
MARKETING &
PROMOTION
MARKETING &
PROMOTION
MARKETING &
PROMOTION
MARKETING &



MARKETING & PROMOTION FOR 2025

TV EXPOSURE

Interviews and coverage on Breakfast Television, CP24 ,CityTV, Global and all major Canadian Networks.

DIGITAL MARKETING CAMPAIGNS

Engaging social media ads and video content across Instagram and Facebook, targeting fashion, luxury, and community-based audiences.

EMAIL NEWSLETTERS

Exclusive event updates sent to over 50,000 subscribers from partners and sponsors.

PUBLIC RELATIONS

Press releases and media invites distributed to key outlets, ensuring wide-reaching coverage.

OUTDOOR BILLBOARDS & FLYERS

Strategic placements throughout Yorkville and surrounding neighborhoods to amplify reach.





HIGHLIGHTS OF THE EVENT

PARTNERSHIP WITH CAMH

A significant portion of proceeds will support CAMH, underscoring our commitment to mental health.

INNOVATIVE RUNWAY

A first-of-its-kind, 2,000-foot street runway through Yorkville, offering an immersive fashion experience.

COMMUNITY COLLABORATION

Engagement with top Yorkville hair salons, designers, and local businesses, highlighting the best of Toronto.

SALONS FOCUSSED ON WELLNESS

Integrating wellness and beauty segments to reinforce the theme of well-being through beauty.

LIVE MUSIC & ENTERTAINMENT LIVE PERFORMANCES



LIVE YOGA FLOW

A serene and immersive experience throughout the park

LIVE MUSICIANS

Soulful performances to set the mood

DJ PERFORMANCES

Energizing beats to keep the atmosphere alive

LIVE MUSIC & ENTERTAINMENT LIVE PERFORMANCES

**HIGHLIGHT OF THE EVENT:
LIVE BREAK DANCING
PERFORMANCE**

Live Performance by the Canadian Paris
Olympic Gold Metalist Team



THE TASTE OF YORKVILLE BITES & SIPS

**INDULGE IN AN EXPANDED CULINARY
EXPERIENCE AT COUTURE FOR A CAUSE
2025.**

Throughout the fashion show, enjoy bites and sips provided by the finest restaurants in Yorkville. From gourmet appetizers to signature cocktails, the neighborhood's best will deliver a memorable dining experience that complements the evening's style and glamour.



AFTER PARTY/
PRESS + MEDIA
LOUNGES &

AFTER PARTY/
PRESS + MEDIA
LOUNGES &

AFTER PARTY/
PRESS + MEDIA

OUTDOOR VIP LOUNGE

TRANSFORMING YORKVILLE VILLAGE PARK INTO A LUXURIOUS VIP LOUNGE WHERE SPONSORS AND VIPS CAN ENJOY THE SHOW FROM THEIR EXCLUSIVE TABLES.

- Gain direct access to high-net-worth individuals and key decision-makers in the fashion and entertainment industries.
- Relax before and after the show in an outdoor, restaurant-inspired setting.
- Complimentary refreshments, bar service and bites.
- Exclusive gift bags.
- Dedicated servers to enhance the experience.



PRESS + MEDIA AREA

The Press and Media area at Couture for a Cause 2025 is an outdoor space with a glamorous red carpet entrance where VIPs and special guests will arrive. This exclusive zone offers a prime opportunity for sponsors to showcase their brands through step and repeat banners, media interviews, and high-profile photo ops.

- **Red Carpet Entrance:** A chic arrival for VIPs and special guests.
- **Step & Repeat Banners:** Logo placement for high visibility during interviews and photos.
- **Photographer Zone:** Capture memorable moments with VIPs, models, and designers.
- **Media Interviews:** Opportunities for on-the-spot interviews with key figures from the fashion and entertainment industries.
- **Security:** Onsite to ensure smooth operations for both media and guests.



OFFICIAL AFTER PARTY

The Yorkville Fashion Show's after-party is where the excitement continues after the main event. Attendees, including designers, models, industry insiders, celebrities, and trendsetters, gather at an exclusive venue to unwind and celebrate the show's success. With top-notch entertainment and cocktails, it's the perfect opportunity for sponsors to align their brand with the glamour of fashion week and make lasting impressions on key influencers.

- **Continue the celebration with a lively street party featuring various sponsored outdoor bars.**
- **Enjoy live entertainment as Cumberland Street turns into a vibrant, high-energy party space.**
- **Secret Special Guest TBA**



OPPORTUNITIES
SPONSORSHIP

OPPORTUNITIES
SPONSORSHIP

OPPORTUNITIES
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OPPORTUNITIES
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OPPORTUNITIES
SPONSORSHIP



WHY PARTNER WITH US?

Strategic Alignment, Unprecedented Exposure, and Social Impact

Engagement

Beyond logo placements, we offer interactive opportunities for engagement, ensuring your brand is an integral part of the event experience.

Visibility

Your brand will be front and centre in front of an affluent and influential audience, not just locally but globally, thanks to our comprehensive digital outreach.

Impact

Directly contribute to a vital cause, demonstrating your brand's commitment to community and well-being.

PLATINUM SPONSOR / \$50,000*

*Limited to 2 Partners
(Negotiable)

Lead branding, exclusive experiences, and premier recognition across all platforms.

Title Sponsorship

Couture for a Cause Yorkville Fashion Show 2025 will be listed as "presented by" your brand across all platforms.

Dedicated Prominent Logo Placement on Banners

You will have a 9'x9' step and repeat banner featuring your brand logo along with 1 other on the main runway, as well as your brand logo on the runway carpet.

Prominent logo placement Across Marketing Collateral

Your brand will be included on all print, promotional, and marketing materials.

VIP Title Sponsor Experience

Access, for up to 8 members of your team, to exclusive VIP seating during the show, complimentary dinner and cocktails and a special acknowledgment during opening and closing remarks.



PLATINUM SPONSOR

\$50,000*



GOLD SPONSOR/ \$25,000*

*Limited to 4 Partners

Prominent branding, special acknowledgements, and significant exposure.

Sponsor a Stage or Dedicated Activation

Have your brand prominently featured as the “presenter” of a dedicated area, including but not limited to, the band/ DJ / music stage and an outdoor premium cocktail bar.

Logo Placement on Step and Repeat Photo Op on our Red Carpet

Lead branding, exclusive experiences, and premier recognition across all platforms.

Prominent logo placement Across Marketing Collateral

Your brand will be included within all print, promotional, and marketing materials

VIP Experience

Access, for up to 8 members of your team, to exclusive VIP seating during the show and complimentary dinner and cocktails.

GOLD SPONSOR/ \$25,000*



SILVER SPONSOR/ \$10,000*

*Limited to 6 Partners

Recognition in key event materials and digital channels.

Sponsor an Outdoor Bar Lounge

Have your brand prominently featured as the presenter of an outdoor bar lounge set up on Cumberland St., attracting high foot traffic. Your custom-branded cocktail lounge will provide prime exposure to event attendees in a stylish and engaging setting.

Logo Placement within Print & Marketing Collateral

Your brand will be included within all physical print, promotional, and marketing materials

Prominent logo placement within Digital Marketing Collateral

Your brand name and/or logo will be featured in PR, our website, dedicated social media posts, and digital advertising initiatives

VIP Experience

Access, for up to 4 members of your team, to exclusive VIP seating during the show and complimentary dinner and cocktails.

SILVER SPONSOR/ \$10,000*



BRONZE SPONSOR/

\$5,000*

Direct Audience Engagement

Feature your Brand through a Customized Vendor Space

This sponsorship provides an opportunity for direct interaction with high-net-worth individuals and fashion enthusiasts, creating a personalized and memorable brand experience.

Digital & Web Presence

our brand name and/or logo will appear on our website, social media platforms, and in digital marketing initiatives, ensuring high visibility and ongoing exposure as one of our official participating vendors.

Vendor Space

A custom-branded 10' x 10' tent on Cumberland St. with your company's logo alongside the Hairdressers for Love & Peace Foundation's logo. This provides an opportunity to promote your products, services, or company in person.

*Limited to 8 Partners

BRONZE SPONSOR/ \$5,000*



BENEFITS TO SPONSORS



Each sponsorship level is designed to offer visibility, engagement, and impact, ensuring that your investment aligns with business and social responsibility goals. Detailed metrics on reach and engagement will be provided, along with stories of impact made possible through your support.

MAKING AN IMPACT TOGETHER

Your Partnership Matters

Every sponsorship dollar extends beyond the runway. It's an investment in mental health initiatives, community upliftment, and the celebration of local talent. Together, we can make the Yorkville Fashion Show 2025 a beacon of hope, beauty, and community spirit.





HOW TO JOIN US

Becoming a sponsor is straightforward.

Contact us and our dedicated sponsorship team will guide you through the process, ensuring a partnership that aligns with your brand values and marketing goals.

hairdressersforloveandpeace@gmail.com

THANK YOU FOR YOUR TIME

We appreciate your consideration to support the Yorkville Fashion Show 2025. Together, we can create an unforgettable experience that celebrates beauty, wellness, and community, all while making a meaningful difference in people's lives.



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